



Information generally and entertainment in particular. Dramatic expansions of available bandwidth have made it faster and therefore more convenient for consumers to use the Internet and personal computer as entertainment media. Most of the music available on the Internet is in a format known as MPEG One Layer 3 and MPEG 2 Layer 3. These formats
5 compress the size of the audio file so that it is possible to distribute them quickly over the Internet and store large volumes of music on a personal computer or a portable play-out device.

The increased popularity of the Internet as a medium of entertainment creates challenges for the entire entertainment industry. The industry is challenged to insure that
10 entertainment content distributed through the Internet is legally authorized for duplication and distribution. It is a challenge to account for the exact frequency and quantity of authorized distribution and performance of entertainment content. There is a strong need within the industry to establish a sound and reliable economic model or framework to support the coming inevitable and massive distribution of entertainment through the
15 Internet. There is a strong challenge to structure advertising content for meaningful groups of consumers when the principal distribution medium, the Internet, is inherently global in operation. Advertisers are severely in need of means to advertise products in ways that are meaningful but different, that is, specifically tailored, for residents of Houston as well as resident of London or Hong Kong.

20 Related art includes U.S. Patent 5,793,964 (Rogers et al.), U.S. Patent 5,790,789 (Suarez), U.S. Patent 5,694,334 (Donahue et al), U.S. Patent 5,761,428 (Sidey), U.S. Patent 5,655,081 (Bonnell et al), U.S. Patent 5,367,635 (Bauer et al), U.S. Patent 5,774,660 (Brendel et al), U.S. Patent 5,774,656 (Hattori et al), U.S. Patent 5,768,506